

Mississippi Development Authority
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FOR IMMEDIATE RELEASE

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MISSISSIPPI MARKET SPARKING INTEREST THROUGHOUT THE BUSINESS COMMUNITY

JACKSON, Miss. – The Sixth Annual Mississippi Market, hosted by the Mississippi Development Authority (MDA), will be held on June 8 and 9 in Jackson. The event is a wholesale show that allows Mississippi manufacturers, craftsmen, wholesalers and service providers to showcase their products to retail establishments. It provides retailers the convenient opportunity to see a very large selection of products from Mississippi businesses in one location.

Mississippi Market is unique because it is one event that is suitable for all types of manufacturers, wholesalers and artisans – new and old, large and small. All Mississippi-based companies with products for re-sale in stores can exhibit, as well as companies with products or services to be used by exhibitors or retailers. An added bonus this year is an optional in-depth training session on exhibiting and selling being offered to all registered exhibitors several weeks before the show.

Country Originals of Jackson will be returning this year. Also, many new companies will be present, including fresh, new faces like Pleasant Grove Soaps of Sardis, Stewart Pottery of Taylor and Brintons U.S. Axminster of Greenville. Over 130 exhibitors are expected to participate.

Mississippi Market has nearly tripled in size since its inception in 1996. The number of buyers registered to attend this year is up by 20%; scheduled exhibitors are up by 40%. “The numbers are showing a dramatic increase in participation and there are nearly two months remaining before the event. We continue to have such a positive response because retailers across the Southeast know this is ‘The Place’ to find products that are fresh and exciting,” commented Jenny Wilkinson, Manager of Mississippi Market.

As Wilkinson mentioned, there is still time to register. The early registration deadline is April 16. If exhibitors register on or before this date, the fee is \$200 for a booth. After April 16, the fee will increase to \$300. Retailers are invited to attend the Market free of charge. However, they are encouraged to pre-register.

For additional information, contact Jenny Wilkinson at 888-886-3323. Also, you may visit Mississippi Market on the World Wide Web at www.mississippimarket.org.

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